

Gimbel Brothers

Store Opens 8.30

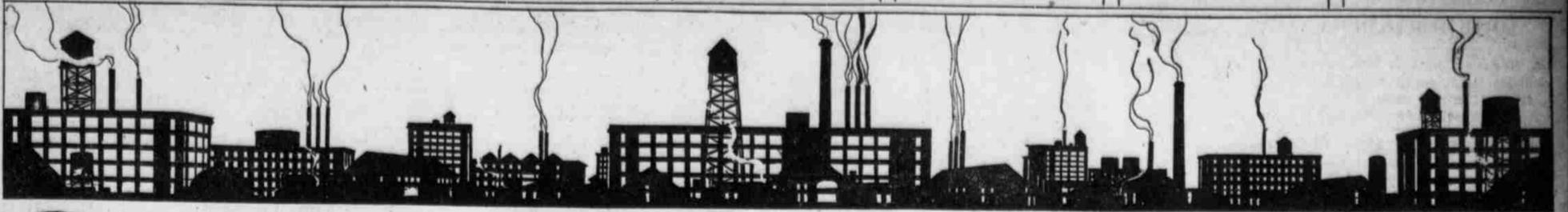
Gimbel Brothers

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Store Closes 5.30

Gimbel Brothers

Monday, October 4, 1915.



# Greater Philadelphia Sale

## What Does it Mean to You?

**T**HIS is a practical age. If you are not practical you are out of joint with the times—but you'll grow practical.

The great big problem in every home is to adjust income to needs—and this is true, be income of what size it may.

What Store serves?

The answer is interesting—a considerable step toward meeting the homely problem of life.

What is value? It does not lie in gaudiness and spangles, unless one is merely getting up a Hallowe'en or play costume.

We want durability in everything of life: friendships and apparel; things that will last.

Take boys' and girls' clothing and shoes. Wrongly bought the money is almost wasted. Not only do good goods wear best, but they look best—and average least in cost.

Naturally the store can best furnish them that has—and employs—the instrumentalities of modern business in your behalf.

## What Does it Hold for You?

It would be short-sighted to buy a Paris garment from some shop whose people never went to Paris. Catch the idea?—realness is possible only under practical conditions.

Those who dress best waste least; those who, by going to stores that do not know or care; those who should spend most carefully, are the ones who really buy wastefully.

A Greater Philadelphia will eliminate waste and improve efficiency. No new natural advantage has been found—we all are simply learning better how to use and improve what exists.

Every million dollars the Gimbel Store adds to the total of its annual sales enables us to sell cheaper, for rent, heat, light and management cost no more—we shall have pulled down the overhead.

## Each Day's List of Specially-Priced Goods Should be Promptly Availed Of

In many cases lots will be entirely sold out in a day. Yet the Store holds Five Million Dollars' Worth of Goods.

### Women's Coats: Unexpected Savings

\$29.75—Coats of plaid back, English coatings; new belted model; dyed or natural raccoon collar and cuffs.

\$19.75—Coats of fine quality English corduroy; full-length; silk-lined; after a Bernard model.

\$15—Coats of genuine Scotch tweeds; raglan style.

\$25—Coats of raye velour; modish full-length belted model of African brown, green and navy blue.

\$29.75—full-length white chinchilla Coats; Hudson seal and beaver fur collar.

—Salons of Dress, Third floor.

### Women's \$1.50 Kid Gloves at 95c

There are 24,000 pairs of these gloves with heavy, fancy backs—some embroidered in contrasting colors, and half-inch contrast welts or hems. The choice of colors includes black, white and tan. Women's \$1 one-clasp Washable Cape Gloves at 85c; tan-colored; soft and pliable. —First floor.

### Draperies and Curtains: Now Half

\$1 a yard for \$2 Chippendale Velours; 50 inches wide. 60c a yard for \$1.50 imported 50-inch Poplin; many good colors. \$10 wood-silk Curtains in solid colors and color combinations, at \$6.50 a pair. \$3 Marquisette Curtains, with linen lace insertions, hemstitched borders, at \$1.75 a pair. —Fifth floor.

### 10,000 Lbs. of Gimbel "Quaker Blend" 50c Coffee, Half Price

### Limit 10 Lbs. for \$2.48 or 4 Lbs. \$1

#### The Monthly Pure Food Sale

This is a Combination Event with extraordinary price advantages in line with the Greater Philadelphia Sale

Large 60c bottles for 95c, or 35c a bottle. NEW "PURITY" PEAS—1000 cases of new-pack tender EARLY JUNE PEAS; 12c value; uniform in size; case at \$1.90; dozen for 95c, or can at 35c. 200 boxes of well-seasoned Swift's Trade LARDER SOAP; original box of 100 cakes at \$3.15, or 10 cakes for 32c. 25 cases of Lenox first-pressing Virgin ITALIAN OLIVE OIL, just off steamer Stamboulis; regular \$1 quart cans at 85c. 50 bales of fancy Lenox AMERICAN RICE; whole head; unpolished; new crop; five-lb. 60c muslin bag at 35c. 400 cases of Lenox high-grade tender EARLY JUNE PEAS; 14c value; case at \$2.35; dozen for \$1.15, or 10c a can. 40 cases of Lenox finest TABLE SALT; large 10c cartons; dozen for 85c, or carton at 75c. 45 cases of Lenox new-pack platted RED CHERRY JAM; 12 glass containers for \$2.45, or each at 22c. NEW SHOE-FITTING CORN—One carload of new 1915 pack Lenox tender whole grain; 15c No. 2 cans, close to half price; case at \$1.95; dozen for \$1, or can at 85c. —Chestnut Street Annex.

### \$125 for \$175 Hudson Seal Coats

Falls in full ripple skirt; collar and border of skunk; brocade lining; 45 inches long. \$125, value \$175.

\$37.50 for \$55 Fur Sets

Of black wolf; round trimmed muffs and double animal neck-piece. —Salons of Dress, Third floor.

### Women's Tailored Suits—Five Styles at Less Than Current Prices

\$59 for Suits that surpass \$75 grades. Of imported peau de souris; fox or beaver fur trimming.

\$35 for \$50 Suits of high-grade velveteen; colors and black; smart Chin-Chin fur collar.

\$29.50 for \$45 Suits of finest whipcords; trotteur styles with

just a bit of fur on the collar; two styles.

\$25 for \$40 Suits; very youthful model; coat has pleats and belt; fur-edged collar; of whipcord.

\$20 for \$27.50 Suits of whipcord; very clever the way the braid is carried out. —Salons of Dress, Third floor.

### Carpet Values Extraordinary Feature of the Greater Philadelphia Sale

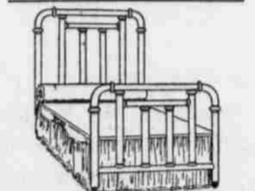
These carpets are in full supply. Interesting to home furnisners, interesting to committees, having large spaces to carpet. Bigelow-Hartford Axminster Carpet, \$1.50, instead of \$2. Lowell Axminster Carpet, \$1.35, instead of \$1.75. Wilton Velvet Carpets, \$1.25, values \$1.60 and \$1.75. —Fifth floor.

### Corduroy Skirts \$2.95 to \$7.90

Plain tailored models; pocket and belt button-trimmed; some open down front. Wide choice, at \$2.95 to \$7.90.

\$5 to \$12.50—new Skirts of poplin, serge, gabardine, plaids, checks and Scotch mixtures. —Salons of Dress, Third floor.

### Brass Bedsteads Greater Philadelphia Sale



The picture shows \$25 brass Bedsteads that we offer specially in this sale

at \$10 No. one person will ask us for more than two, please. \$2.95 for \$5 dining-room Chairs; quartered oak; slip-seats of brown Spanish leather. \$25 for \$50 quartered oak Buffet. 54 inches long. —Sixth floor.

### 35c Huck Towels at 25c

100 dozen, hemstitched and made of pure flax. 50c fancy bordered Turkish Towels at 25c. A mill clearance of perfect towels; some of plain terry, others are corded; all fancy bordered. —Second floor.

### Women's Serge Dresses; Plain Tailored and Dressy Models

Duplicates of imported models from Jenny, Worth, Bulloz, Bernard, Premet, Beer, Callot and Brandt.

Bullion braid and fur trimmings; of black, navy blue, African brown.

Two special styles at \$25. Two special styles at \$19.75.

One special style at \$14.95. One special style at \$12.75. Two special styles at \$10.75. At a saving of at least 25%.

—Salons of Dress, Third floor.

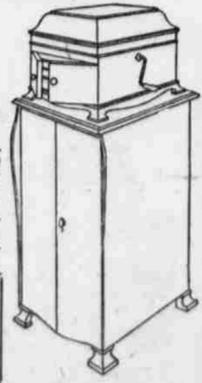
### Victrolas Special Combination for Greater Philadelphia Sale

Victrola No. 9.....\$50 Cabinet to hold 180 records, reg. \$16.....\$11.50 16 double-face Records 10-inch (32 selections).....\$12

\$73.50 Finish: mahogany, golden- or fumed- or weathered-oak. Payments so cut up that no one will feel the outlay. The Gimbel Store stands first in servicing; giving the wanted records always to be had; every helpfulness to make your Victrola supremely interesting. —Fourth floor.

#### Mail This to Us

Messrs. Gimbel Brothers, Philadelphia: Without obligation on my part, please supply illustrated catalogue of Victrolas and records. Name..... Address.....



### Women's \$1 and \$1.25 Kid Gloves, at 85c

Women's \$1 long washable suede Duplex Gloves at 58c.

\$2.95 to \$10.75 Separate Muffs, at \$1.75 to \$6.95

Women's Fur Sets at \$5.95 to \$14.75, values \$8.95 to \$19.75.

Men's \$15 Suits and Overcoats, at \$10.50

Men's Raincoats at \$6.50. Men's \$7.50 Raincoats at \$3.25. Men's \$3.50 Trousers at \$2. Men's \$2.50 Trousers at \$1.50.

\$12 Brass Bedsteads Combination, at \$7.75

Brass Bedsteads, with sanitary steel spring and soft top and bottom mattress.

### 20c to \$1 Turkish Towels, at 12 1/2c to 65c

Good seconds. Heavy absorbent Toweling, 47-inch, at 8c yard, value 11c. 75c for \$1 mercerized Table Damask; imported; 72-inch.

\$39.50 Victrola No. 6 Combination, at \$36.25

Victrola No. 6.....\$25 Cabinet, regular price.....\$10 6 double Records, 10-in.....\$4.50

Value.....\$39.50 Greater Philadelphia Sale price \$36.25

\$3 sends it home—balance in small monthly payments.

\$22 Lucia Sewing Machines, at \$15.50

Drop head, golden oak cases; all attachments and fully guaranteed. \$2 cash, balance \$1 weekly.

## IN THE SUBWAY STORE

\$1.50 House Dresses, at 85c

Gingham, stripes and checks—embroidery trimmed.

36-inch Dress Poplin at 38c a yd. instead of 85c

36-inch black Duchesse Messaline at 68c a yard, instead of \$1.

Men's \$3 Fall Shoes at \$1.95

Men's \$3.50 and \$4 Fall Shoes at \$2.45.

Women's \$3.50 to \$5 new Fall shoes at \$2.65.

Women's \$2.50 to \$3 Shoes at \$1.95. Children's \$1.50 school Shoes at \$1. Sizes 5 to 2.

\$2.65 for Women's \$3.95 to \$7.50 Waists

Lace, crepe de Chine and chiffon—good styles.

\$1.65 for \$3 to \$3.95 Japanese silk, embroidered voile and linen Waists—fashionable models.

\$2 and \$2.50 Ostrich Collarettes, at \$1.50

50c, for \$1 net Fichus.

1800 Men's \$1 to \$2 Shirts, at 65c each

Slight but good seconds—rep. woven madras, cotton pongee and percales; soft or laundered cuffs; sizes 14 to 18.

\$11.50 for \$17 Tapestry Brussels Rugs, 9x12 ft.

25c sq. yd. for New Process Linoleum—full rolls; perfect.

18c Drapery Scrim, at 10c yd.

\$1 Swiss Dutch Curtains at 55c a pair—colored borders.

5c for Women's 10c Dust Caps

12 1/2c for women's 18c Bib Aprons.

Boys' \$6.50 Norfolk Suits, at \$4.85

Boys' fall-weight Norfolk Suits at \$2.45, value \$4.

### Women's and Misses' \$6.90 Silk Dresses, at \$3

Silk taffeta and poplin. Women's and misses' \$15 new Suits at \$10—poplin, serges and heavy tweeds; manufacturer's samples.

Women's and misses' \$10 to \$15 Coats at \$3 and \$5—splendid assortment of materials and styles; manufacturer's samples.

Women's and misses' new Skirts—serges, mixtures and checks. \$2.

Girls' sample Coats, \$2, value \$3. Girls' school Dresses at 45c and 65c, values \$1 and \$1.25.

New serge sailor Dresses at \$2, value \$4.

### Girls' \$5 to \$7.50 Coats, at \$2.95

Zibeline, cheviot, chinchilla corduroy and mixtures; great variety of styles and colors, sizes 4 to 14.

Women's 38c Underwear, at 25c

Medium-weight cotton; ribbed; some seconds, regular and extra sizes.

Children's bleached white cotton Vests and Pantalets, for 2 to 16 years, at 25c each, value 35c.

Men's \$1 flannel Underwear at 65c—natural color, good make.

Men's 25c silk-plated Socks at 15c.

## Gimbel Brothers

MARKET : CHESTNUT : EIGHTH : NINTH